

Visual Identity Guidelines

2024 - Version 01

كلية المجتمع في قطر
Community College of Qatar



Overarching Statement

Who we are

Community College of Qatar is the largest national university college.

Offering to our stakeholder

offering distinctive undergraduate programs and diverse educational opportunities.

Value / Benefit

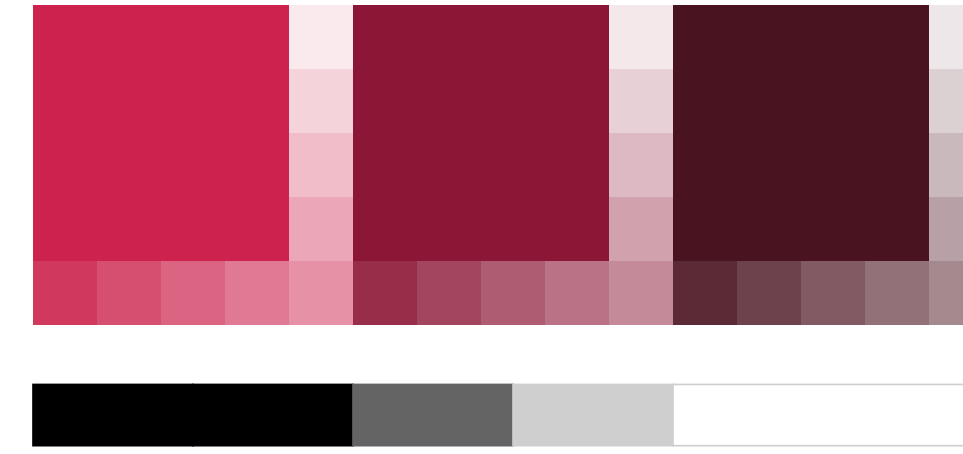
empowering various segment of the Qatari society to pursue their goals and develop their professional skills to support the growing local market demands.

Core identity elements

1. Brandmark



2. Color Palette



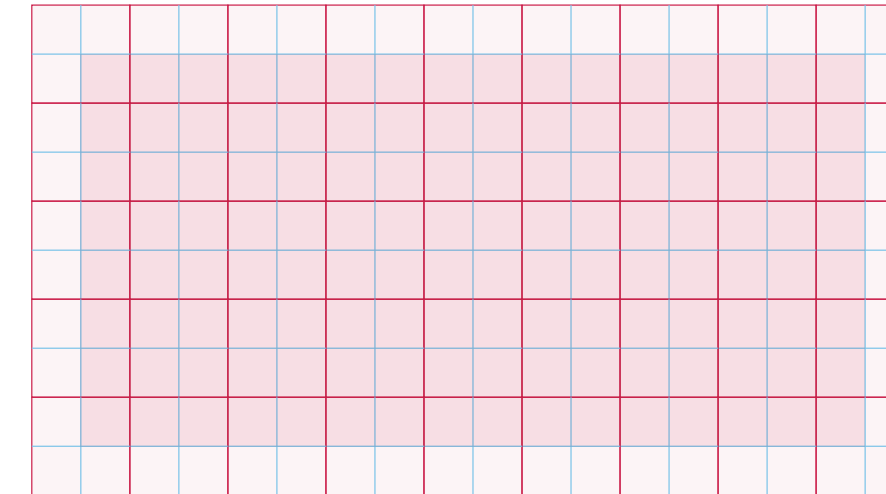
3. Typography



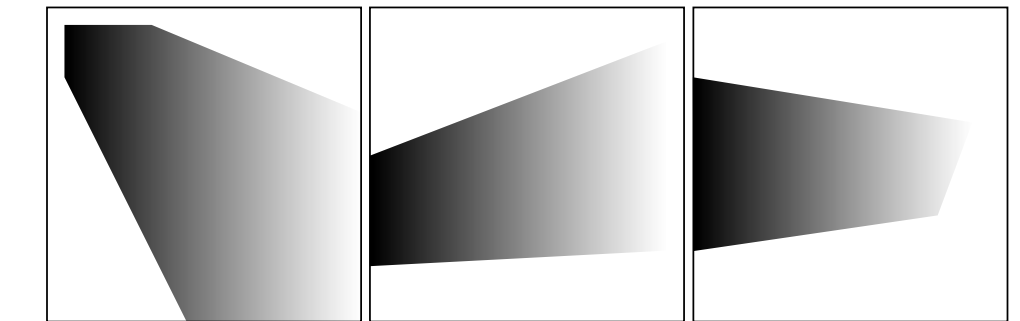
4. Photography



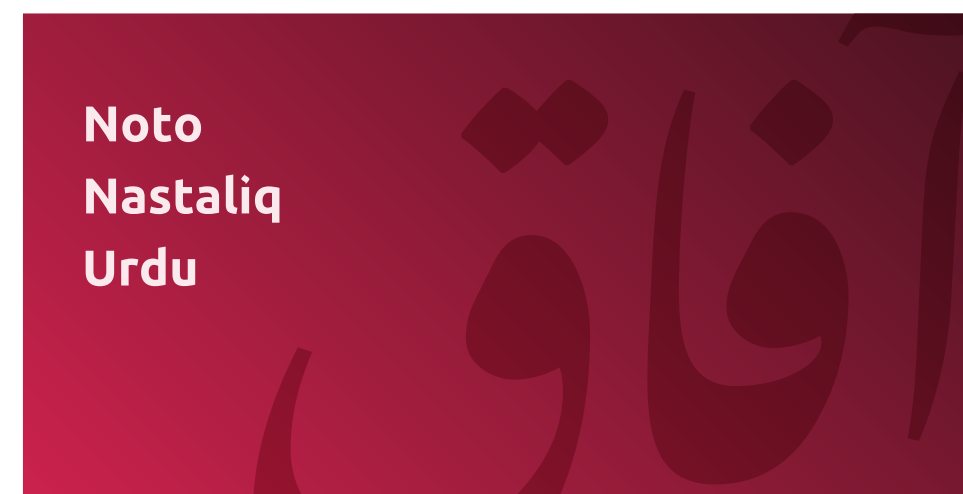
5. Grid System



6. The Brand Horizon (Graphic Device)



7. Decorative Calligraphy



8. Co-Branding



2.1

The Brand Mark

The Brandmark

Logo Variations

Consistency in the application of the brand mark is critical for reinforcing the identity and presence of the Community College of Qatar. Adhering to these guidelines ensures that the brand is represented accurately and cohesively across all mediums.

1, 2. Primary Logos

The primary brand marks consist of two key lockups: Full Brandmark and Primary Emblem (as illustrated in Figures 1 and 2).

These logos are the official representations of the brand and should be used across all formal communication, both internally and externally. They are the main identifiers and should be applied to the majority of materials to uphold brand recognition.

3. Secondary Logos

For added flexibility, two secondary logo variations are available for use in specific circumstances.

These versions are designed for scenarios where the primary logos may not fit due to space constraints or other practical limitations. While secondary logos offer versatility, their usage should remain consistent with the brand's overall identity guidelines, ensuring the integrity and cohesiveness of the brand's visual language.

1. Primary Logo

كلية المجتمع في قطر
Community College of Qatar

Typemark



Emblem

3. Secondary Logos



كلية المجتمع في قطر
Community College of Qatar



كلية المجتمع في قطر
Community College of Qatar

2. Primary Emblem



The Brandmark

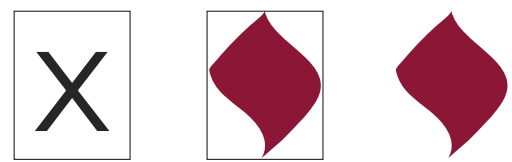
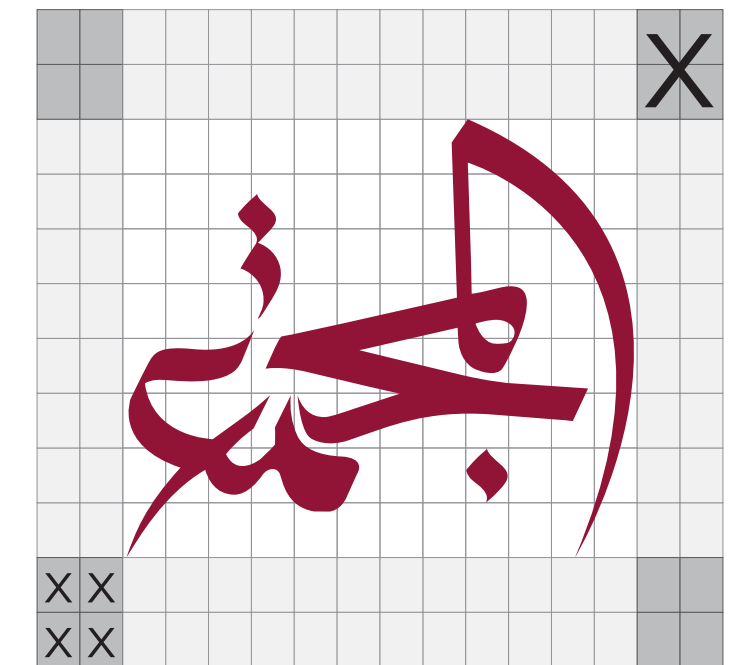
Clear Space & Safety Area

To maintain the visibility and prominence of the logo, a mandatory safety area equivalent to 2X the width of the dot (as illustrated) must be kept around both the Typemark and the Emblem, as well as around the entire lockup when used together.

This clear space ensures that no text, images, or design elements infringe on the logo, protecting its legibility and visual impact.

Following this safety area guideline is crucial to uphold the brand's consistency, ensuring the logo remains clear, unobstructed, and visually balanced in all applications.

The same rule applies to the secondary logos. The safety area must be maintained around these variations as well, ensuring their clarity and prominence are preserved, especially in cases where space constraints or unique formats may affect the logo's placement. Consistent use of the safety area ensures that even the secondary logos maintain the brand's strong visual identity.



Safe Area **2X**

The Brandmark

Background Control

Full Color Logo

Use full-color logos only with the Primary color palette on light, neutral, solid, or gradient backgrounds, ensuring enough contrast for visibility.

Monochromatic / Black & White Versions

Monochromatic and black & white logos work for limited-color or minimal designs. Use black on light backgrounds and white on dark for visibility.

Usage on Images

Place the logo on simple or neutral areas of images to ensure legibility. Avoid busy or cluttered sections that obscure the logo.

Do's

- Use the Primary color palette for full-color logos on solid or gradient backgrounds.
- Ensure high contrast for monochromatic or black & white logos.
- Place logos on clean, simple backgrounds or images.

Don'ts

- Do not use the logos on secondary colors, whether solid or gradient.
- Avoid placing logos on busy or overly complex backgrounds, especially within images.



The Brandmark

Placement

1. Primary Brandmark

The Primary Brandmark should always be placed on the right-hand side of any artwork

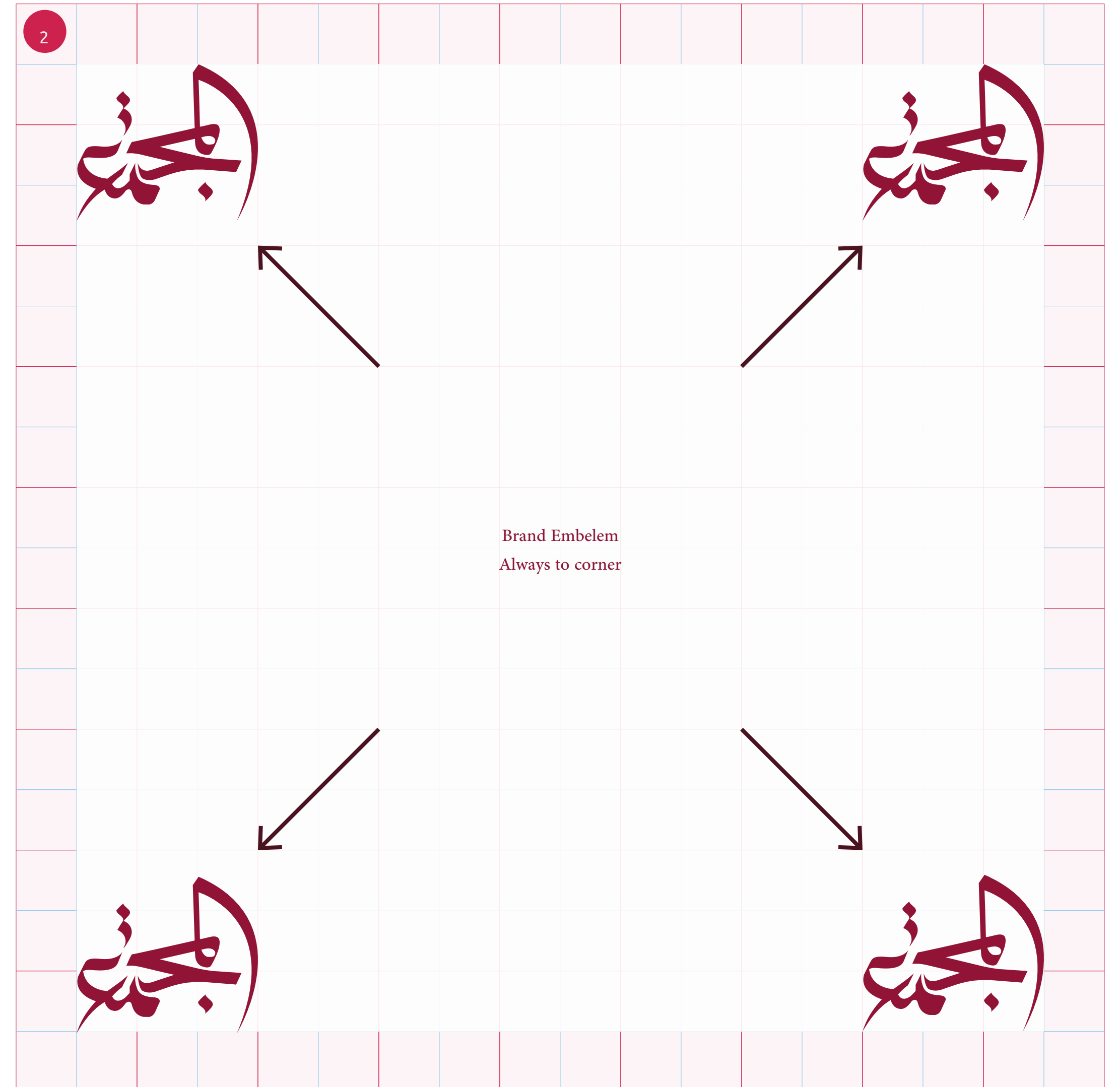
This positioning ensures alignment with the natural flow of the Arabic calligraphy in the emblem, which appears alongside the Typemark. By following the logic of Arabic language readability, this placement keeps the design balanced and visually cohesive.

Placing the brandmark elsewhere may disrupt the visual harmony, making the logo appear misaligned in the composition.

2. Brand Emblem

The Emblem may be placed in any corner of the artwork but should always remain within a corner position. This ensures a clean, balanced look while maintaining consistency across designs.

Placing the emblem outside of the corners is not permitted.



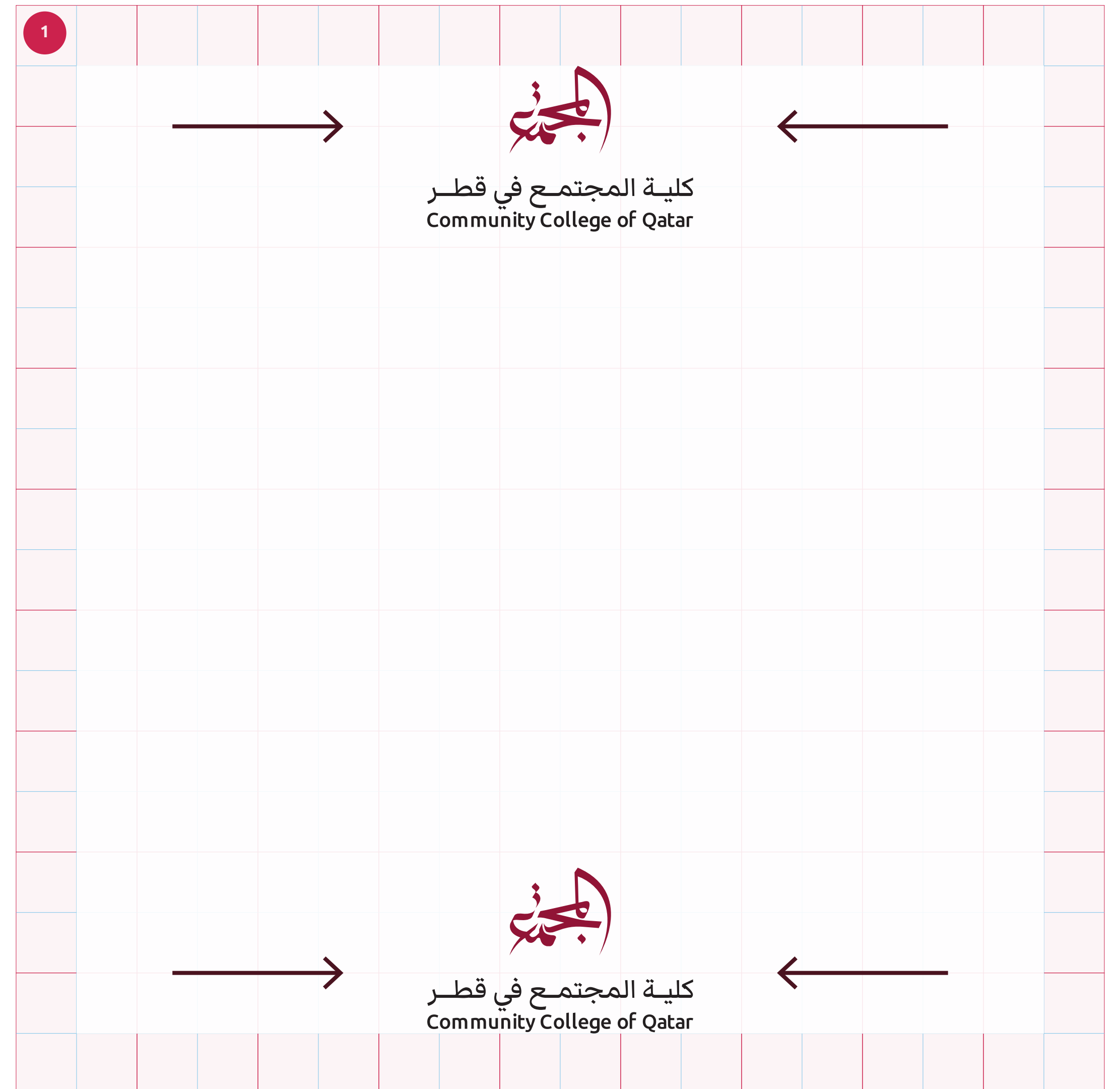
The Brandmark

Placement

1. Center-Aligned Composition

The Center-Aligned secondary logo must always be placed at the top or bottom center of the artwork.

This central positioning helps maintain balance and clarity, ensuring the logo is prominent without disrupting the design's overall flow.



The Brandmark

Minimum Sizes

To ensure legibility and clarity across various formats, the logo must not be reduced below the specified minimum sizes. Below are the minimum dimensions for both digital and print applications:

For Digital Use (on-Screen)

Small Size: 60px Height x 265px Width

Medium Size: 75px Height x 330px Width

Large Size: 120px Height x 530px Width

Extra Large Size: 155.5px Height x 685px Width
(Emblem at 180px Width)

Recommended Minimum Sizes for Print

A5: 55mm x 12mm

A4: 65mm x 15mm

A3: 90mm x 20mm

A2: 115mm x 25mm

A1: 135mm x 30mm

A0: 180mm x 40mm

For Large Formats

(2 meters wide or more)

Large banners, billboards, or posters

350mm x 80mm

Maintaining these minimum sizes ensures that the logo remains clear and visually impactful across both digital and print formats.



2.2

The Color Palette

The Color Palette

Primary Colors

The primary color palette is centered around Burgundy, a color that represents Qatar’s national identity and is integral to the visual identity of the brand. The palette is supported by Light Burgundy, Ultra Light Burgundy, and Dark Burgundy, offering a range of tones to provide flexibility and depth in design applications.

In addition to Burgundy, the palette includes Black and White as foundational colors, enhancing the overall design system by offering neutral options for contrast and balance. These shades ensure versatility across different mediums and formats, allowing the brand to maintain a strong, cohesive presence.

Each color is accompanied by its Pantone, CMYK, RGB, and HEX values to ensure accurate reproduction across both digital and print media. Additionally, each color includes tints ranging from 20% to 80%, offering further flexibility for various design needs.

Burgundy

Pantone 1955 c
 CMYK 28 / 100 / 70 / 30
 RGB 140 / 22 / 53

8A1538

Black

Pantone Black c
 CMYK 100 / 00 / 00 / 00
 RGB 00 / 00 / 00

000000

White

Pantone 3252 c
 CMYK 00 / 00 / 00 / 00
 RGB 255 / 255 / 255

FFFFFFFF

Ultra Light Burgundy

10% - Pantone 1935 C

Light Burgundy

Pantone 1935 c
 CMYK 00 / 95 / 60 / 00
 RGB 204 / 34 / 77

CC224D

Dark Burgundy

Pantone 7623 c
 CMYK 00 / 95 / 85 / 30
 RGB 74 / 19 / 32

4A1320

2.3

Typography

Typography

Primary English

Ubuntu is the designated typeface, used consistently for headlines, sub-headlines, and body copy.

The typeface is employed in three key weights: Regular, Medium, and Bold.

These variations ensure a clear visual hierarchy, enhancing both readability and design consistency across all communications.

Al-Mujtamaa

Regular, **Bold**

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

Empowering Qatar’s Future Leaders

30pt - Bold

A Pathway to Knowledge, Growth,
and National Pride

20pt - Light

We are dedicated to developing the leaders of tomorrow. Through innovative programs and a dynamic learning environment, we equip students with the skills and knowledge required to thrive in an ever-evolving world. Our approach ensures that students excel academically while contributing to the growth and progress of Qatar’s vibrant society.

21pt - Regular

Typography

Primary Arabic

The Arabic typeface is **Markazi Text**, utilized across all major text elements including headlines, sub-headlines, and body copy.

The typeface is applied in three distinct weights: Regular, Medium, and Bold, ensuring clarity and a structured visual hierarchy in all forms of communication.

Font Size Adjustment

For Arabic and English Text:

Due to the differences in proportions between Arabic and English typefaces, adjusting font sizes is necessary for visual consistency. Arabic font sizes should be multiplied by 1.3 to match the visual weight of English text.

This approach ensures a harmonious and legible design, maintaining a cohesive appearance across bilingual content.

Example:

10pt in English would be 13pt in Arabic.

Al-Mujtamaa

Regular and **Bold**

خط المجتمع عادي، عريض

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ط ظ ع غ ف ق ك ل م ن ه و ي

39pt - Bold

تمكين قادة المستقبل في قطر

٢٩pt - Light

مسار نحو المعرفة، النمو والفخر الوطني

٢٧pt - Regular

نحن ملتزمون بتأهيل قادة الغد من خلال برامج مبتكرة وبيئة تعليمية متطورة. نعمل على تزويد طلابنا بالمهارات والمعرفة اللازمة للتفوق في عالم متغير باستمرار. نهجنا يضمن تفوقهم الأكاديمي ومساهماتهم في نهضة وتقدم المجتمع القطري الحيوي.

Typography

System Font - English

For limited use across digital platforms that do not support the primary typeface, Arial is designated as the fallback system font for English.

Arial is chosen due to its high compatibility across various operating systems and web platforms, ensuring consistent rendering where custom fonts are unsupported.

Its technical reliability and broad platform availability make it suitable for maintaining legibility and a clean presentation, especially in environments with limited font support.

Arial

Regular and Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Empowering Qatar’s Future Leaders 30pt - Bold
A Pathway to Knowledge, Growth, 20pt - Light
and National Pride

We are dedicated to developing the leaders of tomorrow. Through innovative programs and a dynamic learning environment, we equip students with the skills and knowledge required to thrive in an ever-evolving world. Our approach ensures that students excel academically while contributing to the growth and progress of Qatar’s vibrant society.

24pt - Regular

Typography

System Font - Arabic

Similarly, Arial is used for Arabic text on platforms where the primary font is not supported.

This system font is widely recognized for its compatibility with both Arabic and English, providing consistent readability and visual coherence.

Arial's technical stability across digital interfaces ensures that Arabic content is rendered accurately and clearly, even in environments with restricted font options, ensuring seamless communication in bilingual designs.

Arial

Regular, and Bold

آريال عادي وعريض

39pt - Bold

تمكين قادة المستقبل في قطر

39pt - Light

مسار نحو المعرفة، النمو والفخر الوطني

27pt - Regular

نحن ملتزمون بتأهيل قادة الغد من خلال برامج مبتكرة وبيئة تعليمية متطورة. نعمل على تزويد طلابنا بالمهارات والمعرفة اللازمة للتفوق في عالم متغير باستمرار. نهجنا يضمن تفوقهم الأكاديمي ومساهماتهم في نهضة وتقدم المجتمع القطري الحيوي.

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي

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